



UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office

Address: COMMISSIONER OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

08/939,185

APPLICATION NUMBER	FILING DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NO.
08/939,185	09/29/97	GOLDSCHMIDT IKI	J 042390.P4500

LAWRENCE M CHO
BLAKELY SOKOLOFF TAYLOR & ZAFMAN
12400 WILSHIRE BOULEVARD
7TH FLOOR
LOS ANGELES CA 90025

LM12/0219

EXAMINER

JACKSON, C

ART UNIT

PAPER NUMBER

2773

DATE MAILED:

02/19/99

This is a communication from the examiner in charge of your application.
COMMISSIONER OF PATENTS AND TRADEMARKS

OFFICE ACTION SUMMARY

☒ Responsive to communication(s) filed on 1/4/99

☒ This action is **FINAL**.

☐ Since this application is in condition for allowance except for formal matters, **prosecution as to the merits is closed** in accordance with the practice under *Ex parte Quayle*, 1935 D.C. 11; 453 O.G. 213.

A shortened statutory period for response to this action is set to expire 3 month(s), or thirty days, whichever is longer, from the mailing date of this communication. Failure to respond within the period for response will cause the application to become abandoned. (35 U.S.C. § 133). Extensions of time may be obtained under the provisions of 37 CFR 1.136(a).

Disposition of Claims

☒ Claim(s) 1-8, 14-16, and 20-30 is/are pending in the application.

Of the above, claim(s) _____ is/are withdrawn from consideration.

☐ Claim(s) _____ is/are allowed.

☒ Claim(s) 1-8, 14-16, and 20-30 is/are rejected.

☐ Claim(s) _____ is/are objected to.

☐ Claims _____ are subject to restriction or election requirement.

Application Papers

☐ See the attached Notice of Draftsperson's Patent Drawing Review, PTO-948.

☐ The drawing(s) filed on _____ is/are objected to by the Examiner.

☐ The proposed drawing correction, filed on _____ is ☐ approved ☐ disapproved.

☐ The specification is objected to by the Examiner.

☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. § 119

☐ Acknowledgement is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d).

☐ All ☐ Some* ☐ None of the CERTIFIED copies of the priority documents have been

☐ received.

☐ received in Application No. (Series Code/Serial Number) _____

☐ received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

*Certified copies not received: _____

☐ Acknowledgement is made of a claim for domestic priority under 35 U.S.C. § 119(e).

Attachment(s)

☐ Notice of Reference Cited, PTO-892

☐ Information Disclosure Statement(s), PTO-1449, Paper No(s). _____

☐ Interview Summary, PTO-413

☐ Notice of Draftsperson's Patent Drawing Review, PTO-948

☐ Notice of Informal Patent Application, PTO-152

-- SEE OFFICE ACTION ON THE FOLLOWING PAGES --

Art Unit: 2773

DETAILED ACTION

1. This action is responsive to communications: Amendment, filed on ^{1/4/99}~~12/4/98~~. This action is final. RB
2. The present title of the invention is "GRAPHICAL USER INTERFACE WITH MULTIMEDIA IDENTIFIER" having claims 1-8, 14-16 and 20-30 as amended. In the Amendment, filed on 12/4/98, claims 9-13 and 17-19 were canceled and claims 20-30 were added.

Claim Rejections - 35 USC § 102

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless --

(e) the invention was described in a patent granted on an application for patent by another filed in the United States before the invention thereof by the applicant for patent, or on an international application by another who has fulfilled the requirements of paragraphs (1), (2), and (4) of section 371© of this title before the invention thereof by the applicant for patent.

4. Claims 1, 3-4, 6-8, 14, 16, 20, 22, 23, 25-28 and 30 are rejected under 35 U.S.C. 102(e) as being anticipated by Knee et al. (US Patent # 5,589,892).

Knee et al. ('892) teaches, as claimed in **claims 1, 4, 14, 20, 23 and 28** of applicant's invention, a system having a processor, a storage memory, a first multimedia identifier that is selectable to deliver entertainment system data stored at a first location relating to an

Art Unit: 2773

entertainment selection [a microcontroller, a storage memory, a first plurality of icons, such as asterisk/star and” I”, that are selectable to deliver added-value services and on demand information from online that are specially related to programming to be displayed, see Knee et al. (‘892), col 34, lines 12-35; col. 36, line 62-col. 40, line 41, col. 42, lines 33-50; FIG.s 1, 19 and 58]; and a second multimedia identifier that is selectable to deliver entertainment system data stored at a second location relating to the entertainment selection [a second plurality of icons, such as identifying icons and category icons, that are selectable to deliver electronic program guide information stored in memory of a client station relating to programming to be displayed, see e.g. Knee et al. (‘892), col. 17, line 25-col. 18, line 15; col. 19, lines 12-63; col. 33, lines 23-32; FIG.s 6, and 19]

With respects to **claims 6-8 and 25-27**, the data that is delivered to the viewer, includes entertainment broadcast, menus providing textual information, as well as games and services. See e.g. Knee et al. (‘892), col. 46, lines 43-45; FIG.s 5-6A, 11, 18-19, 32-35].

As per **claims 3, 16, 22 and 30**, the information that is obtained from service providers and contained in the VBI is provided to a VBI decoder which decodes the data signal. This data is then provided to buffer and microcontroller. See Knee et al. (‘892), col. 40, lines 42-58.

Claim Rejections - 35 USC § 103

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

Art Unit: 2773

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

6. This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103© and potential 35 U.S.C. 102(f) or (g) prior art under 35 U.S.C. 103(a).

7. Claims 2, 15, 21 and 29 are rejected under 35 U.S.C. 103(a) as being unpatentable over Knee et al. ('892) in view of Hidary et al. (US Patent # 5,778,181)

As per **claims 2, 15, 21 and 29**, Knee et al. ('892) discloses that interactive services or on demand information can be provided in a vertical blanking interval (VBI) and the information is obtained from sources including the Internet. Moreover, as discussed supra, the interactive services and on demand information can be accessed through the use of one of the plurality of first icons. See Knee et al. ('892), col. 40, lines 10-60; col. 45, line 60-col 46, line 8. However, Knee et al. ('892) does not specifically indicate that the information source is a web server. Hidary et al. ('181), on the other hand, teaches that information provided in a VBI can be URL's that direct the user to Web sites where the information is located. See Hidary et al. ('181), col. 3, line 40-col. 4, line. 58. Accordingly, one having ordinary skill in the art would recognize that

Art Unit: 2773

information provided in a VBI and obtained from an Internet source does include a web site. As a result, it would have been obvious to one having ordinary skill in the art at the time the invention was made to provide for access to information stored at a web server in the apparatus of Knee et al. ('892) because it allows service providers with flexibility in providing a wide variety of information that can be easily updated and distributed.

8. Claims 5 and 24 are rejected under 35 U.S.C. 103(a) as being unpatentable over Knee et al. ('892) in view of Clanton, III et al. (US Patent # 5,745,710).

With respect to **claims 5 and 24**, Knee et al. ('892), teaches the use of icons which when selected become highlighted. See e.g. Knee et al. ('892), col. 18, lines 8-17. However, Knee et al. ('892) does not teach the use of animation when an icon is selected. In contrast, Clanton, III et al. ('710) teaches an entertainment selection system that provides for animation of objects when selected by a user. See Clanton, III et al. ('710), abstract. One having ordinary skill in the art would recognize that both highlighting and animation are forms of feedback used to give the user feedback and increase there sense of context. Accordingly, it would have been obvious to one having ordinary skill in the art to animate the icons in the system of Knee et al. ('892) because it would provide the user with feedback regarding a selection.

Art Unit: 2773

Response to Arguments

9. Applicant's arguments filed on 1/4/99 have been fully considered but they are not deemed persuasive.

The applicant argues that the combination of Knee, Hidary and Clanton does not teach or suggest a first and second multimedia identifier that is selectable. The examiner disagrees with applicant. As correctly indicated by applicant, Knee discloses "I" and "*" icons that appear in connection with certain program listings, where a user can view additional information by depressing the appropriate keys on the remote control. The icons are identifiers for information pertaining to sound and graphics (i.e., characters or textual information) and are selectable by the user when the appropriate key is depressed. Moreover, Figure 19 of Knee shows both category icons and "I" icons simultaneously displayed on the same display screen. Accordingly, the applicant's invention is taught by the combination of Knee, Hidary and Clanton, and thus the rejection of the previous Office Action Stands.

Conclusion

10. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO

Art Unit: 2773

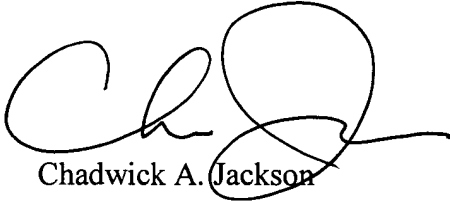
MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

11. Response to this action should be mailed to: Commissioner of Patents and Trademarks, Washington, D.C. 20231. If applicant desires to fax a response, (703) 308-9051 may be used for formal communications or (703) 305-9724 for informal or draft communications. Please label "PROPOSED" OR "DRAFT" for informal facsimile communications. For after final responses, please label "AFTER FINAL" or "EXPEDITED PROCEDURE" on the document. Hand delivered responses should be brought to Crystal Park II, 2121 Crystal Drive, Arlington VA., Sixth Floor (Receptionist).

12. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Chadwick A. Jackson, whose telephone number is (703) 308-9572. The examiner can normally be reached Mon-Thu from 7:30 a.m. - 6:00 p.m. ET. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Matthew Kim, can be reached at (703) 305-3821


Art Unit: 2773

13. Any inquiry of a general nature or relating to the status of this application or proceedings should be directed to the group receptionist whose telephone number is (703) 305-3900.



Chadwick A. Jackson

February 17, 1999



RAYMOND J. BAYERL
PRIMARY EXAMINER
ART UNIT 2773